

WHAT IS CLAIMED IS:

- 1 1. A computer implemented method for determining when to insert supplemental  
2 content between requested content, comprising:
  - 3 intercepting a first request from a user for first content;
  - 4 capturing a second request from said user for second content;
  - 5 determining that said second request is independent of said first
  - 6 content; and
  - 7 facilitating the insertion of supplemental content between said first
  - 8 content and said second content.
- 1 2. The method according to claim 1, further comprising the step of ascertaining,  
2 prior to said facilitating step, that said second content is not related to said first  
3 content.
- 1 3. The method according to claim 1, wherein said determining step further  
2 comprises recognizing that said second content is of a predetermined type.
- 1 4. The method according to claim 3, wherein said recognizing step further  
2 comprises identifying a file extension associated with said second request.
- 1 5. The method according to claim 3, wherein said recognizing step further  
2 comprises identifying that said second content is not of a type normally used to render  
3 said first content.
- 1 6. The method according to claim 3, wherein said recognizing step further  
2 comprises identifying that said second content is of a type selected from a group  
3 consisting of: text documents, Hypertext Markup Language, Java Server Pages,  
4 Active Server Pages, Common Gateway Interface script files, and Perl source code  
5 files.

1    7.     The method according to claim 1, wherein said determining step further  
2    comprises concluding that said second request originated from said first content if  
3    said second request is made within a predetermined time.

1    8.     The method according to claim 6, wherein said concluding step further  
2    comprises concluding that said second request originated from said first content if  
3    said second request is made within five seconds of when said first request was made.

1    9.     The method according to claim 1, wherein said determining step further  
2    comprises ascertaining that said second request is not on a list of known supplemental  
3    content servers.

1    10.    The method according to claim 1, wherein said determining step further  
2    comprises:

3                receiving said first content;  
4                parsing said first content;  
5                determining that said second request is not embedded in said first  
6    content.

1    11.    An apparatus for determining when to insert supplemental content between  
2    requested content, comprising:

3                a bus;  
4                a central processing unit electrically coupled to said bus;  
5                a communications interface circuit electrically coupled to said bus and  
6    capable of electrically coupling to an electronic network; and  
7                a memory electrically coupled to said bus, said memory comprising:  
8                instructions for intercepting a first request from a user for first content;  
9                instructions for capturing a second request from said user for second  
10   content;  
11                instructions for determining that said second request did not originate  
12   from said first content; and

13               instructions for facilitating the insertion of supplemental content  
14       between said first content and said second content.

1   12.   A computer program product for use in conjunction with a computer system,  
2   the computer program product comprising a computer readable storage medium and a  
3   computer program mechanism embedded therein, the computer program mechanism  
4   comprising:  
5               instructions for intercepting a first request from a user for first content;  
6               instructions for capturing a second request from said user for second  
7   content;  
8               instructions for determining that said second request did not originate  
9   from said first content; and  
10          instructions for facilitating the insertion of supplemental content  
11       between said first content and said second content.